IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (currently amended) An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

select means for selecting some of ~~a~~ the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed by said computation means for each of said contents.

2. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said information-processing apparatus further comprises transmission means for transmitting contents selected by said select means to any of said information-processing terminals.

3. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said computation means computes an expected value of any one of said information-processing terminals from results of a test transmission carried out for said information-processing terminal.

4. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein, for any specific one of said information-processing terminals, said select means selects a content whose expected value computed by said computation means.

5. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said expected value is a probability of a response expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. (currently amended) ~~An~~ The information-processing apparatus according to claim 9, wherein said computation means computes said expected value on the basis of click information of said hyperlink information.

11. (currently amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of ~~a~~ the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

12. (currently amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of ~~a~~ the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

13-18 (canceled)

19. (currently amended) An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

first producing means for producing a first assessment information on a set of the largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said contents including user specific information relating to each of said information-processing terminals on the basis of said

expected values which are each computed by said computation means for one of said contents; and

second producing means for producing ~~an~~ a second assessment function of said expected values computed for all said contents including user specific information relating to each of said information-processing terminals by synthesizing pieces of said assessment information which are each produced by said first producing means for one of said contents.

20. (currently amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on a set of the largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents, including user specific information relating to each of said information-processing terminals, by synthesizing pieces of said assessment information each produced for one of said contents.

21. (currently amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on a set of the largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said plurality of contents, including user specific information relating to each of said information-processing terminals, by synthesizing pieces of said assessment information ~~each~~ produced for each one of said plurality of contents.